

ABSTRACT

A liquid crystal display device capable of suppressing the occurrence of a back transition in OCB cells and displaying excellent images as well as a driving method thereof are provided. One frame period has a first period P1
5 for writing a signal for initializing the state of a liquid crystal in pixel cells and a second period for writing pixel data in correspondence with an image signal in pixel cells, and a voltage level to be applied to each pixel cell is set in
10 the first period such that each pixel cell retains a voltage V_{sup} higher than that in the second period.